

8. KNOW YOUR AUDIENCE

Speak for your audience, not yourself. Take every opportunity to show how much common ground you share with them. Address *their* goals, *their* needs, *their* concerns.

9. TREAT YOUR AUDIENCE AS EQUALS

Never talk down (or up) to your audience. Treat them as equals, no matter who they are.

10. BE YOURSELF

As far as possible, speak to five hundred people in much the same way you would speak to five. You will obviously need to project yourself more, but your personality shouldn't change.

11. TAKE YOUR TIME

Whenever you make a really important point, pause and let the full significance of what you have said sink in ... before you move on.

12. DON'T MAKE A SPECIAL EFFORT TO BE FUNNY

If you make a joke, don't stop and wait for laughs. Keep going and let the laughter (if it comes) interrupt you.

13. LET YOUR VISUALS SPEAK FOR THEMSELVES

Good visuals are just that – visual. Don't put boring tables of figures and long lines of text on the overhead and read them out. Stick to the main points. Experiment with three-dimensional charts, cartoons, interesting typefaces – anything to catch your audience's attention.

14. NEVER COMPETE WITH YOUR VISUALS

When showing a visual, keep quiet and give people time to take it in. Then make brief comments only. Point to the relevant parts of the visual as you speak. If you want to say more, switch off your projector to do so.

15. DEVELOP YOUR OWN STYLE

Learn from other public speakers, but don't try to copy them. Be comfortable with your own abilities. Don't do anything that feels unnatural for you, just because it works for someone else.